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ABSTRACT OF THE DISCLOSURE

5 This invention is directed to APE-free polymer binders formed by emulsion
polymerization and having specific peel and cure properties. The APE-free polymeric
binders have a peel value, when adhered to a heated metal surface, of 35 % to 200 % of
the peel value shown by a standard APE-based polymer binder control (i.e., AIRFLEX®
105 vinyl acetate-ethylene polymer emulsion) and exhibit a cure profile such that at least
10 55 % cure is achieved within 30 seconds at a temperature required for cure. Wet tensile
strength is used as a measure of cure. The peel value is determined by a modified
release and adhesion test. Binders having the peel and cure properties described herein
can be considered for use in crepe processes, especially DRC processes.